

RE/MAX International, Inc.,  
Plaintiff,  
v.  
TREND SETTER REALTY, LLC,  
a Texas limited liability company;  
PAVNOUTY ABRAHAM, an individual;  
and  
DEBORAH N. MILLER, an individual  
Defendants.

# EXHIBIT 1

# **Attachment 1**

## **RESUME**

**ROBERT A. PETERSON**

**John T. Stuart III Centennial Chair in  
Business Administration**

**Associate Vice President for Research**

**Charles Hurwitz Fellow  
IC<sup>2</sup> Institute**

**The University of Texas at Austin**

**September, 2008**

### **I. BACKGROUND**

#### **Address**

<b>Home</b>	3210 Park Hills Drive Austin, Texas 78746 (512) 327-2187
<b>University</b>	Department of Marketing CBA 7.242 The University of Texas at Austin Austin, Texas 78712 (512) 471-9438 rap@mail.utexas.edu

#### **Personal Data**

<b>Education</b>	BS, University of Minnesota, 1966 MS, University of Minnesota, 1968 PhD, University of Minnesota, 1970
<b>Date of Birth</b>	March 25, 1944
<b>Place of Birth</b>	New York City
<b>Marital Status</b>	Married, 3 children
<b>Academic Honors</b>	BS awarded with high distinction Vaile Fellowship Kaiser Fellowship

## Beta Gamma Sigma

### Employment History

#### Research Assistant

Center for Interest Measurement Research,  
University of Minnesota, 1964-67

#### Research Assistant

Center for Experimental Studies in Business,  
University of Minnesota, 1968

#### Instructor

Marketing Department  
University of Minnesota, 1969-1970

#### Assistant Professor of Marketing

The University of Texas at Austin, 1970-73

#### Associate Professor of Marketing

The University of Texas at Austin, 1973-77

#### Professor of Marketing

The University of Texas at Austin, 1977-

#### Senior Research Fellow

IC<sup>2</sup> Institute, The University of Texas  
at Austin, 1978-1983

#### Sam Barshop Professor of Marketing

The University of Texas at Austin, 1981-85

#### Chairman, Department of Marketing

1983-85

#### Charles E. Hurwitz Centennial Fellow

IC<sup>2</sup> Institute, The University of Texas  
at Austin, 1983-

#### John T. Stuart III Centennial Chair in

Business Administration, 1985-

#### Associate Dean for Research, 2002-04

#### Deputy Director and Director of

Research, IC<sup>2</sup> Institute, The University of  
Texas at Austin, 2004-2006

#### Associate Vice President for Research, 2006-

## **II. ACADEMIC**

### **Areas of Expertise**

Consumer Behavior  
Marketing Research  
Promotion  
Quantitative Methods  
Sales Forecasting  
Marketing Strategy

### **Courses Taught**

Marketing Research  
Marketing Information Analysis  
Research Design and Measurement  
Promotion  
Group Dynamics  
Multivariate Statistics  
Introductory Marketing  
Consumer Behavior  
Marketing for Service Organizations  
Supervised Teaching for Teaching Assistants  
Marketing Strategy  
Marketing Theory

### **Professional Societies**

Academy of Marketing Science  
American Marketing Association  
American Psychological Association  
American Sociological Association  
American Statistical Association  
Association for Consumer Research  
Decision Sciences Institute  
Society for Marketing Advances  
Southwestern Marketing Association

## **III. HONORS, AWARDS, AND ACTIVITIES**

### **Editorial**

Advisory Editor (Marketing) - *Social Science Quarterly*, 1974-1984

Senior Advisory Board - *Journal of Personal Selling and Sales Management*, 2002-04  
 Book Review Editor - *Journal of Marketing Research*, 1975-1982  
 Book Review Editor - *Journal of Marketing*, 1976-1979  
 Editor - *Southwestern Marketing Association Newsletter*, 1976-1977  
 Editorial Review Board - *Journal of Marketing*, 1976-1979, 1981-  
 Editorial Review Board - *Journal of Marketing Research*, 1975-1991  
 Editorial Review Board - *International Marketing Review*, 1979-  
 Editorial Review Board - *Journal of the Academy of Marketing Science*, 1980-  
 Editorial Review Board - *Business Review*, 1984-2001  
 Editorial Review Board - *Marketing Letters*, 1989-2000  
 Editorial Review Board - *Journal of Retailing*, 1992-  
 Editorial Review Board - *Journal of International Marketing*, 1992-1999  
 Editorial Review Board - *Journal of Personal Selling & Sales Management*, 1995-  
 Editorial Review Board - *International Journal of Internet Marketing and Advertising*, 2002-  
 Editorial Review Board - *AMS Review*, 1999-  
 Editorial Advisory Board - *Journal of Health Care Marketing*, 1985-89  
 Editor - *Journal of Marketing Research*, 1985-88  
 Editor - *Journal of the Academy of Marketing Science*, 1991-94  
 Editor - *Technology Knowledge Activities*, 1993-95  
 Associate Editor - *Journal of Consumer and Market Research*, 1996-99

### **Professional and Association Honors**

Chairman, National Committee on Teaching Effectiveness, Decision Sciences Institute, 1972-1974  
 National Council Member, Decision Sciences Institute, 1974-1975  
 Chairman, Doctoral Research Grants Committee, American Marketing Association, 1975-1976  
 Program Chairman, Southwestern Marketing Association Conference, 1976-1977  
 Invited Faculty Member, American Marketing Association Doctoral Consortium, 1976, 1982, 1985-1988, 1998, 2001 (invited, could not attend), 2002, 2005, 2006 (could not attend), 2007, 2008 (could not attend)  
 President, Southwestern Marketing Association, 1977-1978  
 President and Founder, Austin Chapter of the American Marketing Association, 1977-1979  
 Member, International Advisory Council, American Marketing Association, 1979-1982  
 Member, Board of Directors, American Marketing Association, 1979-1981  
 Member, Dissertation Competition Committee, American Marketing Association, 1980-1982, 1991-1992, 1997  
 Member, Committee to Select Best Conference Paper, Southwestern Marketing Association, 1981-1984  
 Member, Alpha Mu Alpha Advisory Council, American Marketing Association, 1980-

1981

Vice President, American Marketing Association, 1980-1981  
Fellow, Southwestern Marketing Association, 1982  
Member, Board of Governors, Academy of Marketing Science, 1982-1986, 1994-  
(Chairman, 1994-1998)  
Member, Dissertation Competition Committee, American Psychological Association  
(Division 23), 1982-1983  
Co-chairman, American Marketing Association Educators' Conference, 1984  
Invited Faculty Member, Southwestern Marketing Association Doctoral Consortium,  
1984, 1986-1988, 1991-1994  
Member, American Marketing Association Committee to Select Distinguished  
Marketing Educator, 1984-1991; Chairman, 1989-91  
Member, Decision Sciences Institute Membership Committee, 1986-1989  
Member, American Marketing Association Committee to Select Best Educator  
Conference Paper, 1987, 1988  
Invited Speaker, Direct Selling Association Marketing Conference, 1987  
Invited Faculty Member, University of Houston Doctoral Consortium, 1987  
Outstanding Marketing Educator Award, Academy of Marketing Science, 1988  
Invited Participant, Direct Marketing Association Research Consortium, 1988  
Invited Speaker, Direct Selling Education Foundation Academic Seminar, 1988  
Chairman, Academy of Marketing Science International Conference, 1990  
Member, Board of Directors, Direct Selling Education Foundation, 1989-1993  
Invited Speaker, Direct Selling Association Annual Meeting, 1989, 1991  
Invited Speaker, J. D. Power Customer Satisfaction Symposium, 1991  
Circle of Honor Award, Direct Selling Education Foundation, 1991  
Invited Speaker at the AMA Symposium on Patronage Behavior and Retail Strategic  
Planning, 1991  
Invited Speaker, Texas Marketing Faculty Colloquium, 1991, 1993, 1994  
Invited Speaker, Academy of Marketing Science International Conference, 1983,  
1985, 1987, 1988-1994, 1996  
Invited Speaker, Computer Market Analysis Group, 1992  
1993 Jagdish N. Sheth Award for Outstanding Article in Volume 20 of the *Journal of  
the Academy of Marketing Science*  
Invited Speaker, International Mass Retail Association Conference, 1993  
Principal speaker, 3M Marketing Exchange, 1993  
Invited Speaker, Direct Selling Education Foundation/Federation of European Direct  
Selling Associations International Academic Symposium, 1993 (Berlin), 1995  
(Prague)  
Member, Relationship Marketing Conference Advisory Committee, 1994-  
Distinguished Fellow, Academy of Marketing Science, 1994  
Co-chairman, International Research Seminar on Marketing Communications and  
Consumer Behavior (France), 1995  
Featured speaker, Intelliquest New Product Research Conference, 1995  
Featured panelist, Museum Store Association Conference, 1995  
Keynote speaker, Retail Patronage Conference, 1995  
1995 John D.C. Little Award for Outstanding Marketing Article published in

*Marketing Science or Management Science in 1994*

Featured Speaker, Agewave Seminar on the Future of Retailing, 1995  
Invited Speaker, American Marketing Association Educators Conference, 1996  
Invited Speaker, Relationship Marketing Conference, 1996  
Invited Speaker, Direct Selling Education Foundation Executive Seminar, 1996  
Invited Speaker, Marketing Science Institute Workshop, 1997  
Invited Speaker, American Marketing Association Austin Chapter, 1997  
Featured Speaker, Direct Marketing Education Foundation Conference, 1997  
President, Academy of Marketing Science, 2000-2002, Past President, 2002-2004  
Member, Census Advisory Committee of Professional Associations, 1998-2004  
Distinguished Scholar Award, Society for Marketing Advances, 1998  
Member, Board of Trustees, St. Michael's Academy, 1999  
Plenary speaker, International Research Seminar on Marketing Communications and Consumer Behavior, 1999, 2005  
McCombs School of Business Career Award for Outstanding Research Contributions, 2001  
Member, Board of Directors, Sheth Foundation, 2001- (President, 2005-)  
Featured speaker, 43rd Annual Intellectual Property Law Conference, November 2005  
American Marketing Association/McGraw-Hill Irwin 2006 Distinguished Marketing Educator Award  
Harold Berkman Service Award, Academy of Marketing Science, 2006  
*Journal of Retailing* Outstanding Reviewer Award, 2006  
Invited Speaker, Society for Marketing Advances Doctoral Consortium, 2007

**Guest Lecturer**

University of Libya, 1973  
University of Grenoble (France), 1974, 1978  
Universite d'Aix-Marseille (France), 1974, 2001  
State University of New York (Buffalo), 1977  
University of Missouri (Columbia), 1978  
Instituto Tecnologico y de Estudios Superiores de Monterrey (Mexico), 1978, 2005  
University of Illinois (Urbana), 1979  
University of Oregon, 1980, 1986  
Washington State University, 1985  
City University of New York, 1985  
University of South Carolina, 1985  
University of Houston, 1988  
University of Georgia, 1990  
Universidade de Sao Paulo, 1994  
University of New Mexico, 2002  
University of Notre Dame, 2005

**Ad Hoc Reviewer**

*Journal of Management Studies*, 1980, 1989  
*Journal of Business Research*, 1995 – 1999, 2008

*Journal of Consumer Research*, 1984, 1995-  
*Journal of Economics and Business*, 1987  
*Journal of Interactive Marketing*, 2006  
*Journal of International Business Studies*, 1987-  
*Advances in International Marketing*, 1987  
*International Journal of Research in Marketing*, 1988  
*Journal of Marketing Research*, 1994, 1999, 2000, 2002-2004  
*Psychology & Marketing*, 1994, 2007  
*Decision Sciences*, 1995, 1997, 1999-2000, 2002  
*Journal of Retailing and Consumer Services*, 1995, 2002, 2004, 2005, 2006  
*Journal of Business and Economic Statistics*, 1995  
*European Journal of Operational Research*, 1997  
*The International Executive*, 1997  
*Thunderbird International Business Review*, 1998  
*Journal of Public Policy and Marketing*, 1998, 1999  
*IEEE Transactions on Engineering Management*, 2000  
*Management Science*, 2002  
*Marketing Letters*, 2001, 2002, 2004, 2005  
*Environment and Planning A*, 2001  
*Journal of International Marketing*, 2002  
*International Journal of Media Management*, 2002  
*Journal of Advertising*, 2004  
*Marketing Science*, 2005  
*Journal of Product Innovation Management*, 2005, 2006  
*Field Methods*, 2007  
*International Journal of Research in Marketing*, 2007  
*Organizational Research Methods*, 2007  
*Journal of Computer-Mediated Communication*, 2007  
*Psychological Reports*, 2008

### **Manuscript Reviewer for Annual Meetings**

Academy of Marketing Science, 1984, 1987, 1988, 1991, 2002 (WMC), 2004 (WMC)  
 Association for Consumer Research, 1975-1976, 1978-1982, 1989, 1997, 1999  
 American Marketing Association, 1976-1977, 1981-1983, 1985-1990, 1992, 1993, 1996-2007  
 Decision Sciences Institute, 1976, 1978, 1982, 1985, 1988, 1991, 1994, 1995, 1996  
 Southwestern Marketing Association, 1976, 1977  
 Southern Marketing Association, 1978, 1987, 1994  
 Society for Consumer Psychology, 1998-2001, 2004  
 European Marketing Academy, 2004

### **Grants Received**

University of Texas Research Institute, 1971, 1983, 1984, 1988  
 College of Business Administration, 1973



George Kozmetsky Fellowship, 1977  
Center for Middle Eastern Studies, 1978  
Arab Development Institute, 1978-1979  
National Endowment for the Arts/City of Austin, 1978-1979  
GTE, 1979  
State Bar of Texas, 1979  
*Texas Monthly*, 1980  
Russell Reynolds, 1980  
University of Pittsburgh, 1981  
Newcomb Government Securities, 1981  
Safeguard Business Systems, Inc., 1982-1988  
Accounts Management Corporation, 1984  
AmeriSuites, 1985  
St. David's Episcopal Church, 1986  
Direct Selling Education Foundation, 1986, 1991  
Ford Motor Company, 1986-1987, 1989  
Southwestern Bell Educational Foundation, 1986  
Dell Computer Corporation, 1988  
Motorola, 1988  
Texas Instruments, 1989  
J. D. Power & Associates, 1991  
Update Research, 1992  
Jacob-Louis Group, 1996  
Morris Dickson, 1998, 1999

### **Session Chairman in Annual Meeting**

Decision Sciences Institute, 1974, 1975, 1978, 1980  
American Marketing Association, 1976, 1980, 1981, 1985, 1989, 1991  
Southwestern Marketing Association, 1976, 1978, 1982  
Southern Marketing Association, 1978  
American Marketing Association Theory Conference, 1979  
American Psychological Association (Division 23), 1979  
Academy of Marketing Science, 1983, 1991

### **Other**

Faculty Advisor, Alpha Kappa Psi, 1981-1983  
Listed in *American Men and Women of Science*, 1983  
Member, Alpha Iota Delta  
Member, Southwestern Marketing Association Nominating Committee, 1974, 1978-1981  
Discussant, Decision Sciences Institute Annual Meeting, 1975  
Listed in *Who's Who in the South and Southwest*, 1975  
Faculty Advisor, UT American Marketing Association Club, 1975-1976  
Listed in *Who's Who in North America*, 1976  
Member, Phi Kappa Phi

Member, Board of Directors, Southwestern Federation of Administrative Disciplines, 1976-1978

Member, Executive Committee, Institute for Constructive Capitalism, 1977-1978

Invited Participant, Arab Development Institute Symposium, 1978

Invited Participant, ACUCAA/Center for Arts Administration Symposium, 1978

Invited Speaker/Paper, Southwestern DSI, 1979

Track Chairman, Senanque Abbey Seminar (France), 1979

Panel Member, American Marketing Association Educator Conference, 1980

Track Chairman, Southwestern Marketing Association Annual Conference, 1980-1981

Discussant, Association for Consumer Research Annual Meeting, 1980

Research Product/Proposal Evaluator, National Science Foundation, 1980-

Panel Member, Southern Marketing Association Annual Conference, 1981

Chairman, Southwestern Marketing Association Fellows Committee, 1981-1982 (Member, 1987-1988)

Principal Speaker, "Nuevas Tecnicas de Investigacion de Mercados Seminario," Universidad Nacional Autonoma de Mexico, 1981

Distinguished Epsilon Alpha Lecturer, University of Arkansas, 1981

Keynote Speaker, Western Marketing Association Educators' Conference, 1982

Panel Member, Academy of Marketing Science International Conference, 1983, 1985, 1987

Listed in *Who's Who in America*, 1984-

Invited Speaker, Conference on Small Business and Technology Innovation, Albuquerque, New Mexico, 1984

Invited Speaker/Paper, Western DSI, 1984

Member, Advisory Committee, The Scientific Press, 1985-1990

Invited Speaker, Annual Conference, Decision Sciences Institute, 1985, 1987

Member, Advisory Board, South-Western Publishing Company, 1987-1990

Member, Research Grants Committee, Direct Selling Education Foundation, 1988

Distinguished Speaker, AMA Faculty Consortium, 1989

Member, Academic Advisory Board, Vector Marketing Corporation, 1990-

Panel Member, AMA Winter Educators' Conference, 1992

Author of the month, UT Co-Op, March 1992

Discussant, P.D. Converse Symposium, 1992

Nominee for University-wide undergraduate and graduate teaching awards, 1993

Principal speaker, ATI Seminar Series "Creating Your Business Plan," 1993, 1994

Discussant, Direct Marketing Association Educators Conference, 1994

Member, Patronage and Theory Conference Board of Advisors, 1995-97

Member, Scientific Committee of International Research Seminar on Marketing Communications and Consumer Behavior (France), 1995-

Member, MSI Doctoral Dissertation Proposal Competition Committee, 1998

Reviewer, Society for Marketing Advances Dissertation Competition, 1999-2000

Track chair, AMS Multicultural Conference, 2000

Reviewer, George Day Doctoral Dissertation Award, 2000

Panel member, Academy of Marketing Science Annual Conference, 2000

Panel member, American Marketing Association Educators Conference, 2000

Invited Speaker, Academy of Marketing Science Multicultural Conference, 2000

Listed as 9<sup>th</sup> most productive researcher in marketing for period 1992-98 (*Journal of Marketing Education*, August 2000 issue)  
 Reviewer, Society for Consumer Psychology-Sheth Foundation Dissertation Proposal Competition, 2001  
 Reviewer for United States Department of Agriculture National Research Initiative Competitive Grants Program, 2001  
 Co-chair, Marketing Track, Decision Sciences Institute 2002 Annual Conference, 2001-2002  
 Member, Sheth Foundation/*Journal of Marketing* Award Selection Committee, 2002  
 Member, AMA Nominating Committee, 2002  
 Reviewer, 2002 MSI/JM Competition on Marketing Metrics  
 Member, AMS Committee to Select Outstanding Conference Paper, 2005  
 Reviewer, John Howard (AMA) Doctoral Dissertation Award, 2005, 2007, 2008

#### IV. PUBLICATIONS

##### **Books, Monographs, and Book Chapters**

- "A Set of Basic Interest Scales for the Strong Vocational Interest Blank for Men," *Journal of Applied Psychology Monograph*, December, 1968 (with D.P. Campbell and others).
- Reference Guide to Marketing Literature*, Braintree, MA: D.H. Mark Publishing Co., 1970 (with A.L. Pennington).
- Trends in Consumer Behavior Research*, American Marketing Association Monograph Series  
*Proceedings*, Southwestern Marketing Association, 1977 Conference (ed., with J.E. Swan and G.E. Kiser).
- "Multi-Product Growth Models," in *Research in Marketing* (J. Sheth, ed.), Greenwich, CT: JAI Press, 1978 (with V. Mahajan), pp. 201-231.
- Strategic Marketing: Cases and Comments*, Upper Saddle River, NJ: Prentice Hall (with R.A. Kerin), tenth edition, 2004. (Translated into Chinese and Portugese)
- Perspectives on Strategic Marketing Management*, Boston, MA: Allyn and Bacon, Inc., 1980 (ed., with R.A. Kerin) second edition, 1983.
- "Marketing Analysis, Segmentation and Targeting in the Performing Arts," in *Marketing the Arts* (M.P. Mokwa, W.M. Dawson, and E.A. Prieve, eds.), New York: Praeger Press, 1980, pp. 182-200.
- "Socioeconomic Development Plans and Individual Satisfaction in Libya," in *Directions of Change: Modernization Theory, Research and Realities* (M.O. Attir, B. Holzner and Z. Suda, eds.) Boulder, CO: Westview Press, 1981, pp. 197-214 (with M.O. Attir).
- "The Quality of Self-Report Data: Review and Synthesis," in *Review of Marketing 1981* (B. Enis and K. Roering, eds.) Chicago: American Marketing Association, 1981, pp. 5-20 (with R.A. Kerin).
- Marketing Research*, Dallas, TX: BPI, 1982, second edition, 1988.

- "Store Image Measurement in Patronage Research: Fact and Artifact," in *Patronage Theory and Retail Management* (W. Darden and R. Lusch, eds.), New York: Elsevier North Holland, 1982, pp. 293-306 (with R.A. Kerin).
- "Perceived Risk and Price-Reliance Schema as Price-Perceived-Quality Mediators," in *Perceived Quality: How Consumers View Stores and Merchandise* (J. Jacoby and R. Smilor and R. Kuhn, eds.), New York: Praeger, 1984, pp. 23-50 (with G. Albaum).
- Proceedings*, the American Marketing Association, Chicago, IL, 1984 (ed. with R. Belk and others).
- Models for Innovation Diffusion*, Beverly Hills, CA: Sage Publications, 1985 (with V. Mahajan).
- The Role of Affect in Consumer Behavior*, Lexington, MA: Lexington Books, 1986 (co-editor with W.D. Hoyer and W.R. Wilson).
- "Reflections on the Role of Affect in Consumer Behavior," in *The Role of Affect in Consumer Behavior* (ed., with W.D. Hoyer and W.R. Wilson), Lexington, MA: Lexington Books, 1986, pp. 141-159 (with W.D. Hoyer and W.R. Wilson).
- Modern American Capitalism: Understanding Public Attitudes and Perceptions*, Westport, CT: Quorum Books, 1990 (with G. Albaum and G. Kozmetsky).
- "A Context for Retailing Predictions," in *The Future of U.S. Retailing* (R.A. Peterson, ed.), New York: Quorum Books, 1992, pp. 1-26.
- "A Retailing Agenda for the Year 2000," in *The Future of U.S. Retailing* (R.A. Peterson, ed.), New York: Quorum Books, 1992, pp. 243-292 (with Richard Bartlett).
- The Future of U.S. Retailing*, New York: Quorum Books, 1992 (editor).
- Proceedings of the First International Research Seminar on Marketing Communications and Consumer Behavior*, Universite d'Aix-Marseille, France, 1995 (co-editor with A. Jolibert and A. Strazzieri).
- "Special Issue: Selections from the International Research Seminar on Marketing Communications and Consumer Behavior," *Journal of Business Research*, 37 (N. 2, 1996) (co-editor with A. J. P. Jolibert and A. Strazzieri).
- Electronic Marketing and the Consumer*, Thousand Oaks, CA: Sage Publications, 1997 (editor).
- "Electronic Marketing: Visions, Definitions, and Implications," in *Electronic Marketing and the Consumer* (R. A. Peterson, editor), Thousand Oaks, CA: Sage Publications, 1997, pp. 1-16.
- Constructing Effective Questionnaires*, Thousand Oaks, CA: Sage Publications, 2000.
- "Marketing is...a Body of Knowledge," in *Essays by Distinguished Marketing Scholars of the Society for Marketing Advances* (A. G. Woodside and E. M. Moore, eds.), Boston, MA: JAI Press, 2002, pp. 139-169.
- "Benchmarking Student Attitudes Regarding Ethical Issues," in *Business Ethics: New Challenges for Business Schools and Corporate Leaders* (with Gerald Albaum) (R.A. Peterson and O.C. Ferrell, eds.), New York: M.E. Sharpe, 2005, pp. 115-137.

- "Reflections," in *Business Ethics: New Challenges for Business Schools and Corporate Leaders* (R.A. Peterson and O.C. Ferrell, eds.), New York: M.E. Sharpe, 2005, pp. 241-246.
- Business Ethics: New Challenges for Business Schools and Corporate Leaders* (R.A. Peterson and O.C. Ferrell, eds.), New York: M.E. Sharpe, 2005.
- "Language, Thought, and Consumer Behavior," in *Review of Marketing Research* (N. Malhotra, ed.), Vol. 2, New York: M.E. Sharpe, 2007, pp. 152-192 (with D. Merunka).

### **Publications in Refereed Journals and Proceedings Papers**

- "SVIB Scores and Product Preferences," *Journal of Applied Psychology*, 53 (August 1969), pp. 304-308 (with A. L. Pennington).
- "Interest Patterns and Product Preferences: An Exploratory Analysis," *Journal of Marketing Research*, 6 (August 1969), pp. 284-290 (with A. L. Pennington).
- "The Price-Perceived Quality Relationship: Experimental Evidence," *Journal of Marketing Research*, 7 (November 1970), pp. 525-528.
- "Vocational Interest Comparisons Between Marketing Executives and Marketing Professors," *Proceedings*, Decision Sciences Institute, 1970 (with J. G. Rhode).
- "A Comparison of Two Approaches to the Analysis of Personality Differences," *Journal of Psychology*, 79 (October 1971), pp. 257-262 (with L. K. Sharpe).
- "Personality and Performance-Satisfaction of Industrial Salesmen," *Journal of Marketing Research*, 8 (November 1971), pp. 501-504 (with H. O. Pruden).
- Reprinted in** *Research Perspectives on the Performance of Sales People: Selected Readings*, N.M. Ford, O.C. Walker, Jr., and G. A. Churchill, Jr., Cambridge, MA: Marketing Science Institute, 1983.
- "Risky Shift in Marketing Decision-Making: A Non-Confirmation," *Psychological Reports*, 29 (December 1971), pp. 1135-1138 (with D. G. Fulcher).
- "Group Decision-Making in Marketing: The Risky Shift," *Proceedings*, Southern Marketing Association, 1971, (with D. G. Fulcher).
- "Concept Testing: Some Experimental Evidence," *Mississippi Valley Journal of Business and Economics*, 7 (Spring 1972), pp. 84-88 (with H. Liszt).
- "Ratings of Salespersons by Male Customers: 1971," *Journal of Applied Psychology*, 56 (October 1972), p. 433.
- "The Vocational Interests of Marketing Professionals," *Journal of Vocational Behavior*, 2 (January 1972), pp. 13-23 (with J. G. Rhode).
- "Vocational Interest Patterns of Male and Female Medical Students Over a Four Year Period," *Journal of Counseling Psychology*, 19 (February 1972), pp. 21-25.
- "On the Interpretation of Canonical Analysis," *Journal of Marketing Research*, 9 (May 1972), pp. 187-192 (with M. I. Alpert). **Reprinted in** *Multivariate Data Analysis*, J.F. Hair, Jr., R. E. Anderson, R. L. Tatham, and B. J. Grabrowsky, Tulsa, OK: Petroleum Publishing Company, 1979.

- "Effects of Ordinal Position: Tripartite Analysis," *Psychological Reports*, 30 (June 1972), p. 890 (with L. K. Sharpe).
- "Psychographics and Media Exposure," *Journal of Advertising Research*, 12 (June 1972), pp. 17-20.
- "A Multivariate Analysis of Psychographic Variables," *Journal of Personality Assessment*, 36 (August 1972), pp. 374-379 (with L. K. Sharpe).
- "Spread of Marketing Innovations in a Service Industry," *Journal of Business*, 45 (October 1972), pp. 485-496 (with C. W. Rudelius and G. L. Wood).
- "How to Name New Brands," *Journal of Advertising Research*, 12 (December 1972), pp. 29-34 (with I. Ross).
- "Consumer Choice Patterns and Psychographics: A Test of Predictability," *Proceedings*, Decision Sciences Institute, 1972, pp. 174-180 (with M. I. Alpert).
- "Market Segmentation by Reciprocal Averages Clustering," *Proceedings*, Decision Sciences Institute, 1972, pp. 19-23.
- "The Effect of Shelf-Space Upon Sales of Branded Products: A Reappraisal," *Journal of Marketing Research*, 10 (February 1973), pp. 103-104 (with J. W. Cagley).
- "Market Segmentation: Product Usage Patterns and Psychographic Configurations," *Journal of Business Research*, 1 (Summer 1973), pp. 11-30 (with L. K. Sharpe).
- "A Note on Optimal Adopter Category Determination," *Journal of Marketing Research*, 10 (August 1973), pp. 325-329.
- "ICORE: An Interactive, Computer-Oriented Research Exercise," *Proceedings*, American Marketing Association, 1973, pp. 20-23.
- "The Relationship Between Selected Demographics and Shopping Behavior," *Proceedings*, Southern Marketing Association, 1973, pp. 53-56 (with L. K. Sharpe and F. Johnson).
- "Cue Utilization and Stereotypic Perception: The Attribution of Psychographic Characteristics," *Proceedings*, Decision Sciences Institute, 1973, pp. 4-6.
- "Information Seeking on Competitors and Perception of Competition by Food Store Managers," *Journal of the Academy of Marketing Science*, 2 (Winter 1973), pp. 299-307 (with J.E. Swan). **Reprinted in** *Marketing Update: Dynamic Marketing Readings*, Harold Berkman, et al., eds., Dubuque, IA: Kendall/Hunt Publishing Company, 1977.
- "A Study of Recruitment and Socialization into Two Deviant Female Occupations," *Sociological Symposium*, 11 (Spring 1974), pp. 11-24 (with S. H. Carey and L. K. Sharpe).
- "Diffusion and Adoption of a Consumer Durable," *Marquette Business Review*, 18 (Spring 1974), pp. 1-8.
- "Market Structuring by Sequential Cluster Analysis," *Journal of Business Research*, 2 (July 1974), pp. 249-264.
- "Trade Area Analysis Using Trend Surface Mapping," *Journal of Marketing Research*, 11 (August 1974), pp. 339-342.
- "A Note on the Effect of Special Offers," *Journal of Business Administration*, 6 (Fall 1974), pp. 56-63 (with L. K. Sharpe and L. J. Buntin).
- "Moderating the Personality-Product Usage Relationship," *Proceedings*, American Marketing Association, 1974, pp. 109-112.

- "Factors Influencing Student Ratings of Teaching Effectiveness," *Proceedings*, Decision Sciences Institute, 1974, pp. 129-131 (with W. S. Martin and A. Casey).
- "Selected Insights into the Dynamics of Ecologically Responsible Behavior," *Proceedings*, Decision Sciences Institute, 1974, pp. 33 (with R. A. Kerin).
- "On Marketing and the Quality of Life," *Proceedings*, Voies Nouvelles de la Recherche en Marketing (Senanque Abbey Seminar, France), 1974, pp. 262-289.
- "Second-Order Factor Analysis of Multiattribute Data," *Proceedings*, American Statistical Association, 1974, pp. 323-326 (with G. D. Bruce).
- "An Experimental Investigation of Mail Survey Responses," *Journal of Business Research*, 3 (July 1975), pp. 199-210.
- "Diffusion of Large-Scale Food Retailing in France: Supermarche et Hypermarche," *Journal of Retailing*, 51 (Fall 1975), pp. 43-63 (with E. Langeard).
- "Testing the Significance of Canonical Correlations," *Proceedings*, American Marketing Association, 1975, pp. 117-119 (with M. I. Alpert and W. S. Martin).
- "Teaching Effectiveness: How Do We Rate?" *Proceedings*, American Marketing Association, 1975, pp. 694-698 (with R. A. Kerin and W. S. Martin).
- "Situational Factors as Determinants of Teaching Effectiveness Evaluations," *Proceedings*, American Statistical Association, 1975, pp. 477-480.
- "Automobile Purchasing Behavior During the Energy Crisis," *Proceedings*, Decision Sciences Institute, 1975, p. 120 (with M. I. Alpert).
- "Information Type and Source as Determinants of Expected Product Satisfaction," *Proceedings*, Decision Sciences Institute, 1975, p. 316 (with L. L. Golden).
- "Instructor-Related Determinants of Teaching Effectiveness Evaluations," *Proceedings*, Decision Sciences Institute, 1975, pp. 140-142.
- "Practical Significance and Partitioning Variance in Discriminant Analysis," *Decision Sciences*, 7 (October 1976), pp. 649-658 (with V. Mahajan).
- "A Cross-National Investigation of Price and Brand as Determinants of Perceived Product Quality," *Journal of Applied Psychology*, 61 (August 1976), pp. 533-536 (with A. J. P. Jolibert).
- "Pour une Meilleure Utilisation des Etudes Commerciales: Un Nouvel Outil Pedagogique," *Enseignement et Gestion* (Autumn 1976), pp. 67-69 (with E. Langeard and J. P. Leonardi).
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## **V. COMMITTEE SERVICE**

### **(Standing Committees Only)**

College of Business Administration Graduate Committee: 1971-1972  
 University Parking and Traffic Appeals Panel: 1971-1973 (Chairman, 1972-1973)  
 Graduate School of Business Ph.D. Admissions Committee: 1972-1984 (Chairman, 1973-1974)  
 Graduate School of Business Ph.D. Evaluation Committee: 1974-1975  
 University Library Committee: 1974-1976  
 University Research Institute Committee (B): 1975-1978  
 Graduate School of Business MBA Admissions and Continuance Committee: 1975-1983 (Chairman, 1976-1983)  
 Department of Marketing Administration Ph.D. Admissions Committee: 1976-1977, 1979-1983  
 College of Business Administration Computer Committee: 1976-1977  
 Department of Marketing Budget Council: 1977-  
 Graduate School of Business Long-Range Planning Committee: 1978-1983  
 Middle Eastern Studies Center Media and Library Committee: 1979-1980  
 Graduate School of Business Committee: 1988-1989  
 College of Business Administration Undergraduate Academic Programs Committee (Chair 1998-1999): 1995-1999  
 Graduate Advisor, Department of Marketing Administration: 1995-2002  
 Chair, Department of Marketing Graduate Studies Committee: 1998-2004  
 College of Business Hall of Fame Committee: 1996-2002 (Chair 2000-02)  
 MS in Science and Technology Graduate Studies Committee: 2003-  
 McCombs School of Business Executive and Operating Committees: 2002-4

## **VI. GRADUATE STUDENT SUPERVISION**

### **Ph.D.**

**Chairman**                      Alain J. P. Jolibert (1975)

Rebecca Holman (1976)  
 Rubens de Costa Santos (1977)  
 Subhash Sharma (1978)  
 Marsha Richins (1979)  
 Richard F. Beltramini (1980)  
 Mohammad Sabertehrani (Matthew Sauber) (1982)  
 Nancy Ridgway (1983)  
 Odekhiren Amaize (1986)  
 Pamela W. Henderson (1989)  
 Steven P. Brown (1990)  
 John Williams (1990)  
 Karen H. Smith (1993)  
 Carol Megehee (1996)  
 James Lemieux (2005)

**Member**

Vijay Mahajan  
 Susan Whisnant  
 Richard R. Batsell  
 Nancy Hazelwood  
 Yorgo Pasadeos  
 Harry Watkins (University of Oregon)  
 Pascal Bourgeat (Universite d'Aix-Marseille 3)  
 Richard Villarreal (2004)  
 Jaeseok Jeong (2004)  
 Silvia Gonzales (2004, Monterrey Tech)  
 Harsha Gangadharbatla (2006)  
 Joonhyung Jee (2008)

**MBA**

Chairman	18 Committees
Member	7 Committees